A Study on

"Impact of Accreditation on Improving the Healthcare Quality measured through patient satisfaction in selected Hospitals in Delhi NCR".

IIMT University, Meerut

SYNOPSIS

Submitted

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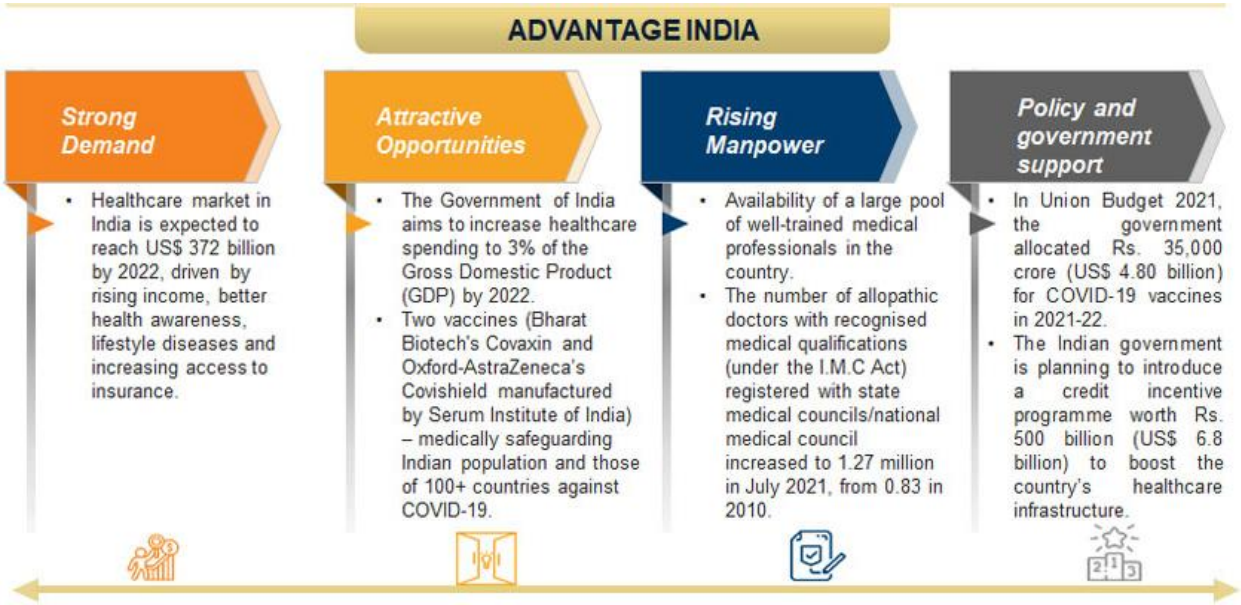
Topic:

A study on Impact of Accreditation on Improving the Healthcare Quality measured through patient satisfaction.

Introduction:

In India, Health System currently operating within an environment of rapid social, economic and technical changes. India has become one of the leading destinations for high-end diagnostic services with tremendous capital investment for advanced diagnostic facilities, thus catering to a greater proportion of population. Besides, Indian medical service consumers have become more conscious towards their healthcare upkeep. Indian healthcare sector is today being much diversified and is full of opportunities in every segment, which includes providers, payers, and medical technology. With the increase in the competition, businesses are looking to explore for the latest dynamics and trends which will have positive impact on their business.


ADVANTAGE INDIA
Strong Demand
• Healthcare market in India is expected to reach US$ 372 billion by 2022, driven by rising income, better health awareness, lifestyle diseases and increasing access to insurance.
Attractive Opportunities
• The Government of India aims to increase healthcare spending to 3% of the Gross Domestic Product (GDP) by 2022.
• Two vaccines (Bharat Biotech's Covaxin and Oxford-AstraZeneca's Covishield manufactured by Serum Institute of India) – medically safeguarding Indian population and those of 100+ countries against COVID-19.
Rising Manpower
• Availability of a large pool of well-trained medical professionals in the country.
• The number of allopathic doctors with recognised medical qualifications (under the I.M.C Act) registered with state medical councils/national medical council increased to 1.27 million in July 2021, from 0.83 in 2010.
Policy and government support
• In Union Budget 2021, the government allocated Rs. 35,000 crore (US$ 4.80 billion) for COVID-19 vaccines in 2021-22.
• The Indian government is planning to introduce a credit incentive programme worth Rs. 500 billion (US$ 6.8 billion) to boost the country's healthcare infrastructure.

Such changes have raised the concerns for accountability, fairness in treatment, medical audit, record keeping, quality and patient safety in health care and so on. The ultimate objective of any Health Care Organizations irrespective of type, size, location etc. is to generate a satisfied customer which will ultimately lead to increase in patient footfall and revenues.

Accreditation is the single most important approach for improving the quality of services provided by the hospitals. Improvement of quality of services leads to a satisfied customer i.e. patient. A National accreditation system ensures that healthcare organizations, whether public or private, play their expected roles in health system. Hospitals and Healthcare Organizations should be places of safety not only for patients but also for staff and other stakeholders. Quality and patient safety at hospitals and healthcare services is of great interest to government bodies, NGOs, insurance agencies, professional organizations representing healthcare workers and patients.

Accreditation focuses on establishing quality and safety in relation to predetermined standards. Accreditation encourages healthcare organization to pursue continual excellence.

*According to International Society for Quality in Healthcare (ISQua), accreditation is "**A self-assessment and external peer review process used by health and social care organizations to accurately assess their level of performance in relation to established standards and to implement ways to continuously improve the health or social care system."***

In India, Health System currently operates within an environment of rapid social, economic and technical changes. Such changes raise the concern for quality and patient safety in health care.

Accreditation is the single most important approach for improving the quality of hospitals. Accreditation is an incentive to improve capacity of national hospitals to provide quality care and ensure patient safety. National accreditation system ensures that healthcare organizations, whether public or private, play their expected roles in health system. It also provides with a system of benchmarking with the best in the industry. It also gives an international recognition when the accreditation standards are at par with other International standards thus promoting medical tourism.

Patients are the biggest beneficiaries of implementing accreditation systems among all the stakeholders. An accreditation system ensures that are which is delivered is of high quality and ensures safety, healthcare is delivered by credentialed medical professionals, rights and responsibilities of patients are respected and satisfaction of the patients is regularly monitored.

For **Healthcare Organizations** accreditation ensures that there is a process of continual quality improvement, it helps the organization in demonstrating commitment to quality care and patient safety thereby ensures best clinical outcomes. It also raised the confidence about the services being provided within the community thereby improving the overall patient satisfaction.

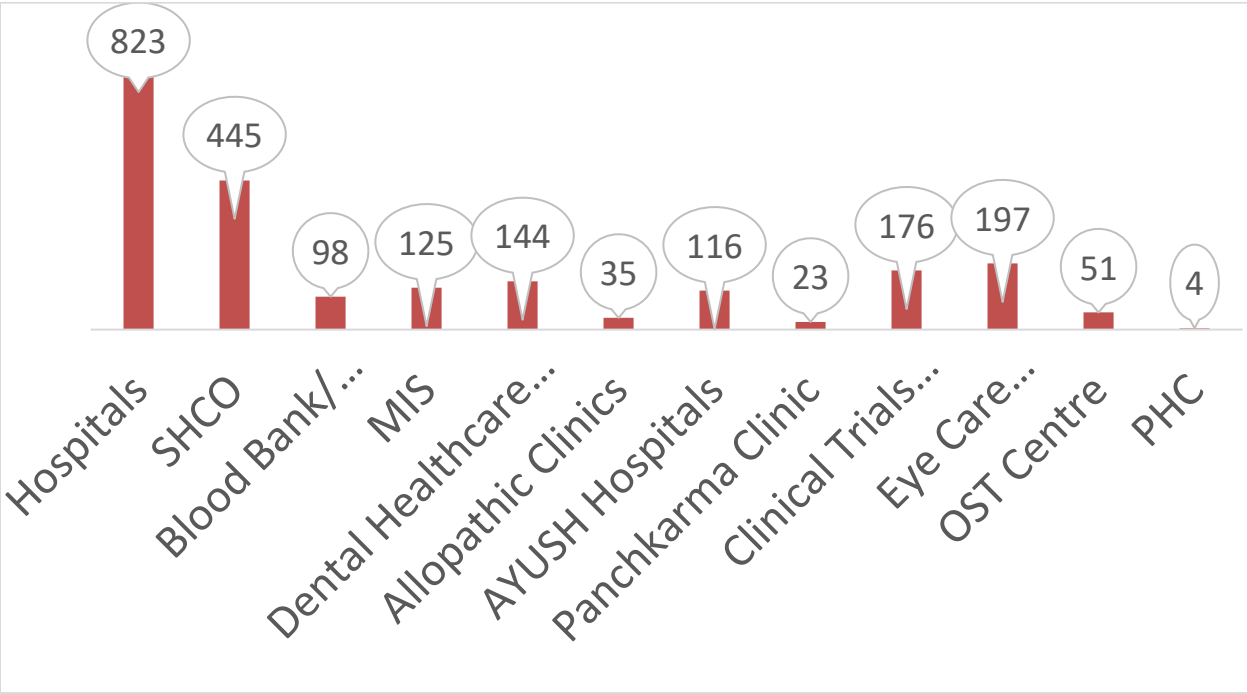
The **staff** in an accredited healthcare organization(HCO) is a satisfied lot as accreditation provides for continuous learning, good working environment and leadership. It improves overall professional development, knowledge and competencies in systematic ways with defined ownership and accountability of all the staff including medical and para medical Staff.

Lastly accreditation also provides an objective system of empanelment by insurance and other empaneling/paying agencies. Accreditation provides access to reliable and certified information on facilities, infrastructure and level of care.

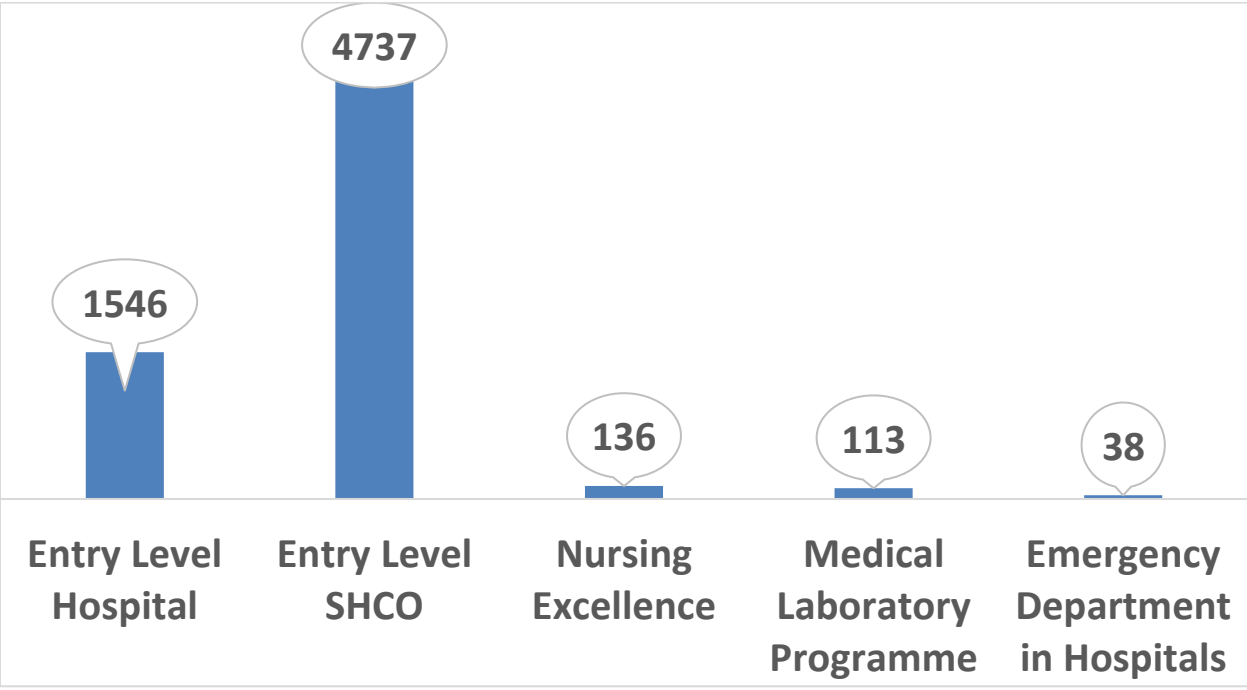
In India, **National Accreditation Board for Hospitals & Healthcare Providers(NABH)** is an apex organization which provides accreditation to various categories of Health Care Organizations(HCOs). Established in the year 2005, National Accreditation Board for Hospitals and Healthcare Providers (NABH) is a constituent board of Quality Council of India (QCI), set up to establish and operate accreditation programme for healthcare organizations. NABH has been established with the objective of enhancing health systems & promoting continuous quality improvement and patient safety. The board while being supported by all stakeholders, including industry, consumers, government, has full functional autonomy in its operation. NABH offers accreditation services to hospitals and other clinical establishments. NABH provides accreditation in a non-discriminatory manner regardless of their ownership, legal status, size, and degree of independence.

At present, NABH provides accreditation to Hospitals, Small Healthcare Organizations, Blood Banks and Centres, Medical Imaging Centres, AYUSH healthcare organizations, Allopathic Clinics, Primary Health Care Organizations(PHCs), Ethics Committees etc.

The current number of accredited Health care organizations by NABH as on date as given as under:



NABH also provides certification to Healthcare organizations. The current numbers of certified Healthcare Organizations by NABH as on date are stated as under:



Literature Review

"Incredible India" is a land of contrasts. This is nowhere more evident than in health care today. On one hand we boast of brilliant doctors who practice state of the art medicine using the latest technology. On the other, we also have in our hospitals, categories of staff who barely understand the rudiments of hygiene and sanitation. Between these extremes are the nursing services. All three come together as a team to provide health care in our hospitals.

If health care workers are of varying quality so too are the institutions in which they work. Government hospitals are the victims of an economy which spends less than 2% of its GDP on health. They look after a huge workload of patients with a broad spectrum of diseases; yet they are at times the unfair target of criticism during healthcare crises.

Their circumstances seldom allow quality and safety to appear on their radar. For millions of Indians, going to public hospital remains a nightmarish experience; big crowds, long queues, confusing maze like layout, incomprehensible instructions, tedious procedures, casual diagnosis, rough handling by sullen staff, rude physicians, complete absence of accountability and unjustified delays.

In today's world, the Indian Healthcare industry is impacted by various forces like corporate growth, business competition, medical tourism, medical insurance etc. Due to this, the quality of healthcare at hospitals is affected and the patient's expectations have increased. Today, a better informed public is seeking more personal and patient friendly treatment at the time of sickness.

Patient satisfaction is as important as other clinical health measures and is a chief means of assessing the strength of health care delivery. **The current competitive environment has driven health care organizations to concentrate on patient satisfaction as a means to acquire and keep market share**. The increased international focus on improving patient outcomes, safety and quality of care has led stakeholders, policy makers and health care provider organizations adopt standardized processes for measuring health care systems. Patient satisfaction is an important and commonly used indicator for measuring the quality in health care. Patient satisfaction affects clinical outcomes, patient retention, and medical malpractice claims. It affects the timely, efficient, and patient-centered delivery of quality health care. Patient satisfaction is thus a proxy but a very effective indicator to measure the success of doctors and hospitals. **Quality and safety have suddenly catapulted into prominence.** This has led to the adoption of accreditation standards by Healthcare organizations.

The healthcare accreditation system is based on the Donabedian model of quality. The **Donabedian model** is a conceptual model that provides a framework for examining health services and evaluating quality of health care. According to the model, information about quality of care can be drawn from three categories: “structure,” “process,” and “outcomes." Structure describes the context in which care is delivered, including hospital buildings, staff, financing, and equipment. Process denotes the transactions between patients and providers throughout the delivery of healthcare. Finally, outcomes refer to the effects of healthcare on the health status of patients and populations. Structure, process and outcome can be improved by implementing the healthcare accreditation standards as they are based on current evidence based practices and processes.

The objective of implementing any accreditation system if to improve the overall efficiency through availability of adequate resources, adoption of standardized processed which will ultimately lead to provision of effective, safe and timely healthcare deliver thereby enhancing the patient satisfaction for the overall services.

Objectives of the study:

The objectives of the research are to study that:

a) Accreditation standards have an impact on improving the quality of care in Health Care Organizations (HCOs)
b) Overall patient satisfaction improves through improvement of overall quality of care
c) Patient satisfaction is higher in an accredited healthcare organization as compare to a non-accredited healthcare organization.

Hypothesis:

Null Hypothesis: Implementing the NABH accreditation standards does not have a positive impact on improving the level of patient satisfaction in a healthcare organization(HCO)

Alternate Hypothesis: Implementing the NABH accreditation standards have a positive impact on improving the level of patient satisfaction in a healthcare organization(HCO)

Methodology of the study:

The study is proposed to be a quantitative, descriptive and inferential research based in which sample of a population will be studied by structured satisfaction survey questionnaires in selected private tertiary care (NABH accredited hospitals and non-accredited hospitals) hospitals in National Capital Territory(NCR) region, India.

Study Design: The closed ended questionnaire will be developed considering the in-patient and outpatient services process by incorporating the six dimensions of quality Safe, Timely, Effective, Efficient, Equitable, and Patient-centred (STEEP) and shall be tested prior to implementing. Questionnaires shall be given to the patients for completion in both accredited and non-accredited hospitals.

Study Population: Simple random sampling method will be selected, and conscious patients of all age groups and gender shall be included.

Data Collections: Data required shall be collected using both the primary and secondary sources of data collection.

Primary sources shall include the tailor made questionnaire and personal interviews of the customers i.e. patients.

Secondary data will include the filled patient feedback forms, website feedback available with the healthcare organizations.

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Conclusion

It is expected that the results of the study shall help to understand about the impact of implementing the accreditation standards on improving the quality of service through enhanced patient satisfaction. The results shall also come in support of previous literature review related to positive impact of accreditation programs on healthcare environment processes, outcome and patient satisfaction. The results will also help in emphasizing the implementation and adoption of accreditation standards by healthcare organizations.

Limitations

The research shall be limited to selected hospitals in the area of National Capital Region(NCR), which might limit the generalization of findings in terms of the geographical area.